



FOR IMMEDIATE RELEASE

Contact: Curry Hagerty

803.737.4772

chagerty@gov.sc.gov

**FIRST LADY JENNY SANFORD ANNOUNCES
WEEKLY WINNER & NOVEMBER FINALS ROUND**

*Student from the Beaufort Boys and Girls Club Teen Center takes the lead in week three;
Top 20 Videos Lock-in at midnight on Tuesday to compete in quarter-finals*

Columbia, SC- November 26, 2007- At noon on Friday, voters determined “Santa” as the weekly winner of the Healthy SC School Video Contest.

Jesse Gavigan from the Beaufort Boys and Girls Club Teen Center submitted “Santa.” Jesse will receive a fitness prize pack from Coca Cola Bottling Co. Consolidated- and will remain in the contest for a chance to win the monthly prize of \$3,500 cash!

“Santa” is about the importance of making healthy decisions during the holiday season. The video shows an animated Donder the reindeer sitting at the kitchen table smoking a cigarette. A robust Santa Claus is lying on the couch in the adjacent room eating chocolate chip cookies. Santa tells Donder that he should stop smoking. Donder chimes back that Santa himself isn’t being healthy by eating all of those cookies. Donder proposes a challenge: he will stop smoking if Santa stops indulging in the cookies. The video concludes with Santa adjusting his belt loops to hold up his baggy red suit that doesn’t quite fit his trimmer figure!

Here is a look at what to expect in the next week:

QUARTER-FINALS: At midnight on Tuesday, the competition moves into the quarterfinals. This means that the Top 20 videos in the Healthy SC Challenge channel will be locked in and judging will continue on just these twenty videos. This way, fans on OurStage can concentrate on helping decide which Healthy SC Challenge video is the best of the best. After four days of the quarter-finals, the Top 10 lock in at midnight to set the stage for the semifinals.

SEMI-FINALS: During semi-finals, judging continues on just the Top 10 to determine which item of those is the best in the channel. After two days of semi-finals, the #1 videos in EACH channel are locked in, and the finals begin. At the end of the semi-final round, the Healthy SC Challenge #1 and #2 videos will be determined. The video in the #1 spot will receive \$3,500 cash and the runner up will receive \$1,500. Schools of the top two videos each month will also receive prizes.

FINALS: On top of winning \$3,500, the #1 video in the Healthy SC Challenge channel has a shot at winning an additional \$5,000!!! This video will be locked in, and the OurStage finals begin. In these final 24 hours of judging, fans of ALL genres rise to

judge for their favorite pieces on OurStage. At midnight on the last day of the month, the #1 item in Music and the #1 item in Video are the OurStage Grand Prize Winners!

OurStage, the only purely democratic online competition where the fans decide who's the best in emerging music, film and video, is hosting the contest on a special channel created solely for the Healthy SC School Video Contest. OurStage's unique judging engine ensures that each piece is judged fairly by the viewers-no rigging and no cheating.

To view and vote on this week's winning video and other videos that have already been posted visit <http://www.ourstage.com/video/channel/58-healthy-challenge>.

If you haven't done so already, you will be prompted to create an OurStage profile. You then have to go to your email account to confirm that this email is valid. This only takes a minute. Once you've done that, click on Judge at the top of the page to rank your favorite Healthy SC videos.

You can also link to this contest page at www.healthysc.gov where you can access all the contest rules and where you can fill out an application to enter the contest.

The contest runs through January 31st, with video submissions accepted up until January 23, 2008.

Contest tip of the week: Students should enter their videos to compete for all 3 months. If you've already submitted your video and forgot to do this, don't worry. We understand that this may have been confusing so OurStage will make sure your video stays in the competition if you don't finish in the #1 or #2 spot this month.

-#####-

The Healthy SC Challenge is an outcome-based, cooperative effort aimed at encouraging individuals, communities and organizations across the state to show shared responsibility in developing innovative ways to improve the health of South Carolina's citizens. For more information about the Healthy SC Challenge, please visit www.healthysc.gov , or call 803-737-4772.